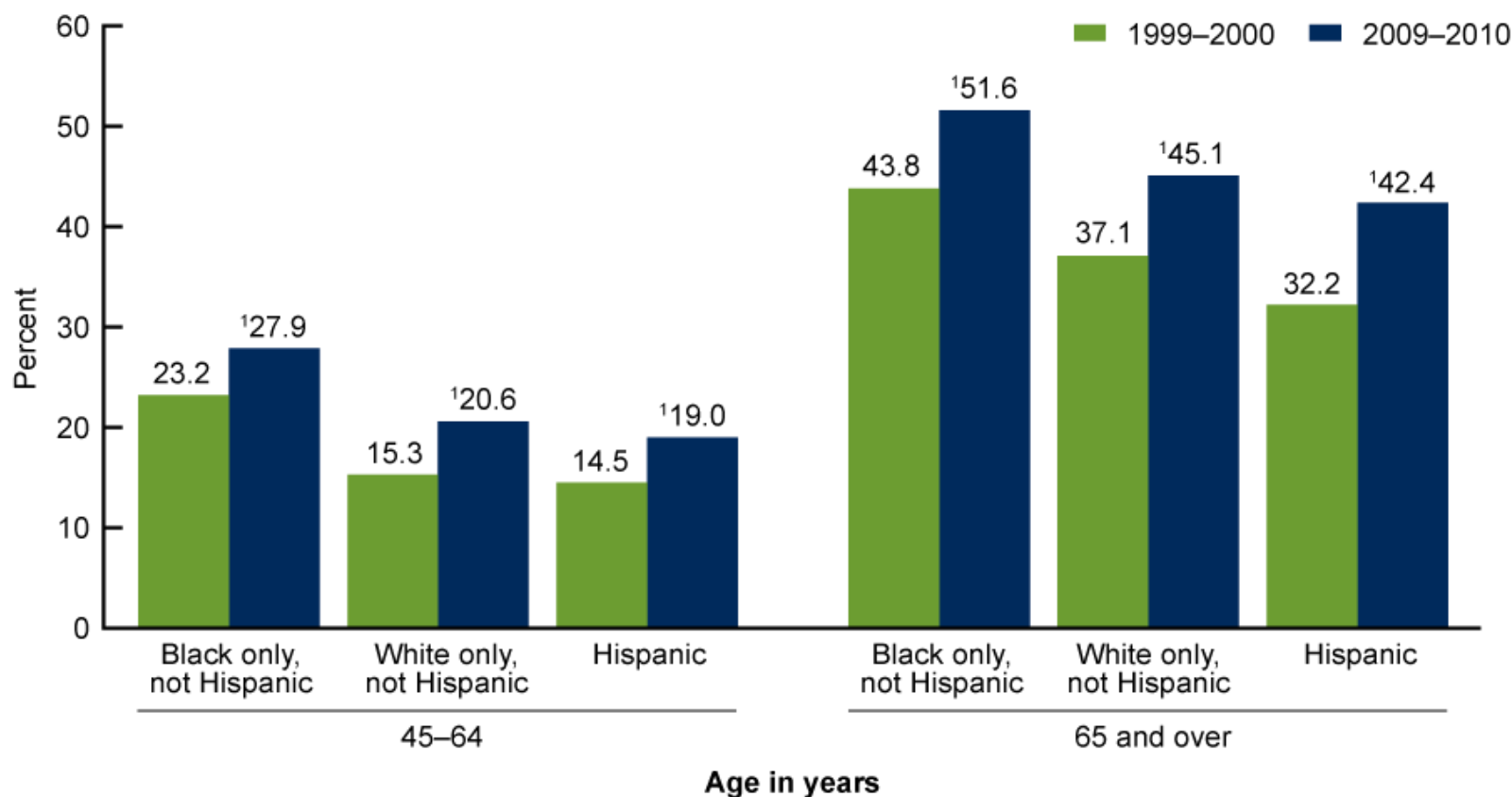


A Cross-Cultural Collaboration to Improve Healthy Retail Practices in *Tiendas*

Rebecca Bucklin, Jennifer Coyler, Adriana
Maldonado, Jon Wolseth, Carol Voss, and Barbara
Baquero



U.S. Latinx populations are disproportionately affected by chronic diseases.

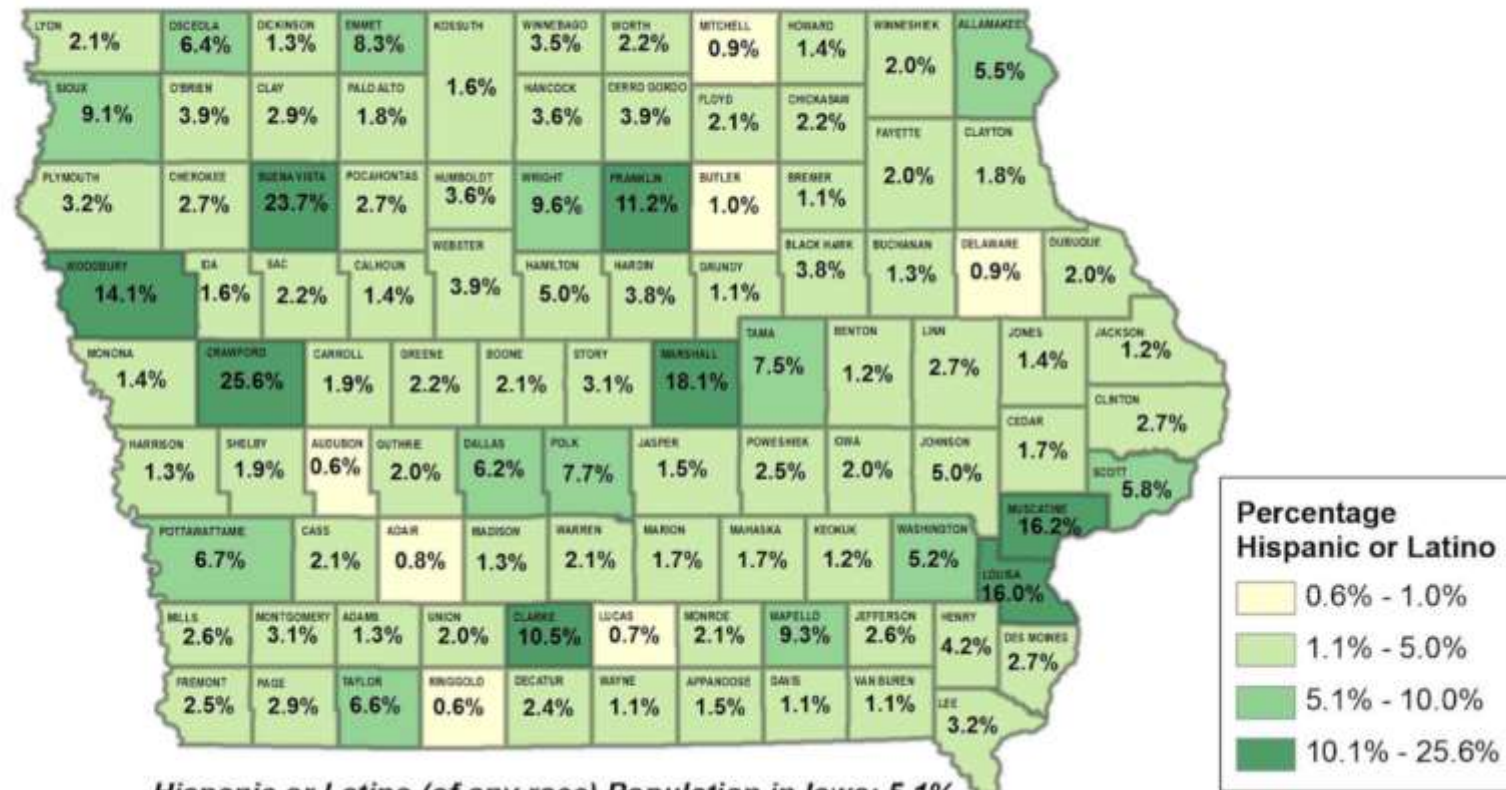


“New destination” communities may negatively impact the health of the Latinx community.



“New destination” communities may negatively impact the health of the Latinx community.

HISPANIC OR LATINO (OF ANY RACE) POPULATION



Hispanic or Latino (of any race) Population in Iowa: 5.1%

Tiendas are trusted cultural hubs where culturally relevant interventions can be implemented.



In a rural context, *tiendas* provide a location to positively influence healthy eating behaviors.



(Ayala, Baquero, Laraia & Linnan, 2013; Gittelsohn, Rowan & Gadhoke , 2012)

Purpose of the Study

- To develop a multi-sector collaboration to increase healthy eating behaviors among rural Latinx populations.



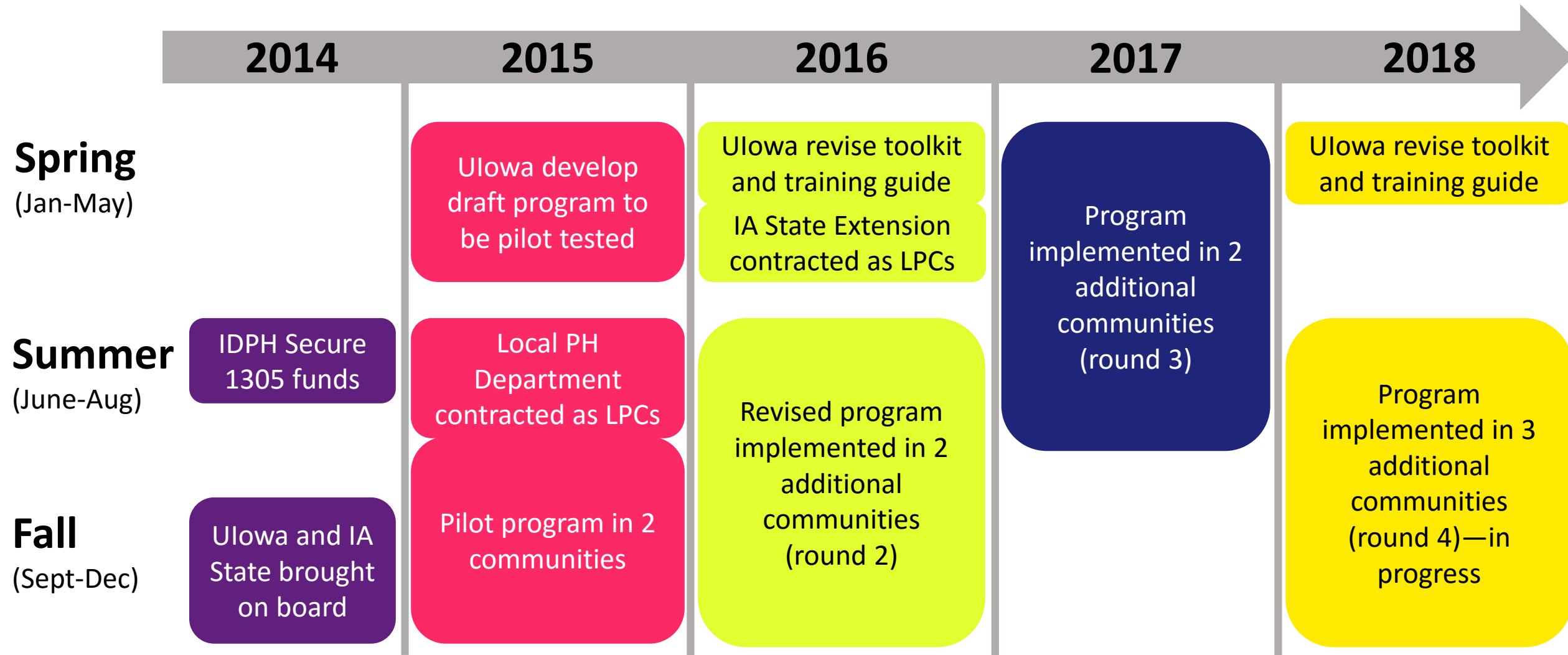
Shop Healthy Iowa (SHI) as a multi-sector collaboration:



IOWA STATE UNIVERSITY
Extension and Outreach



How SHI's collaborators became involved in the program:



SHI targets healthy retail adaptations through structural and marketing strategies.

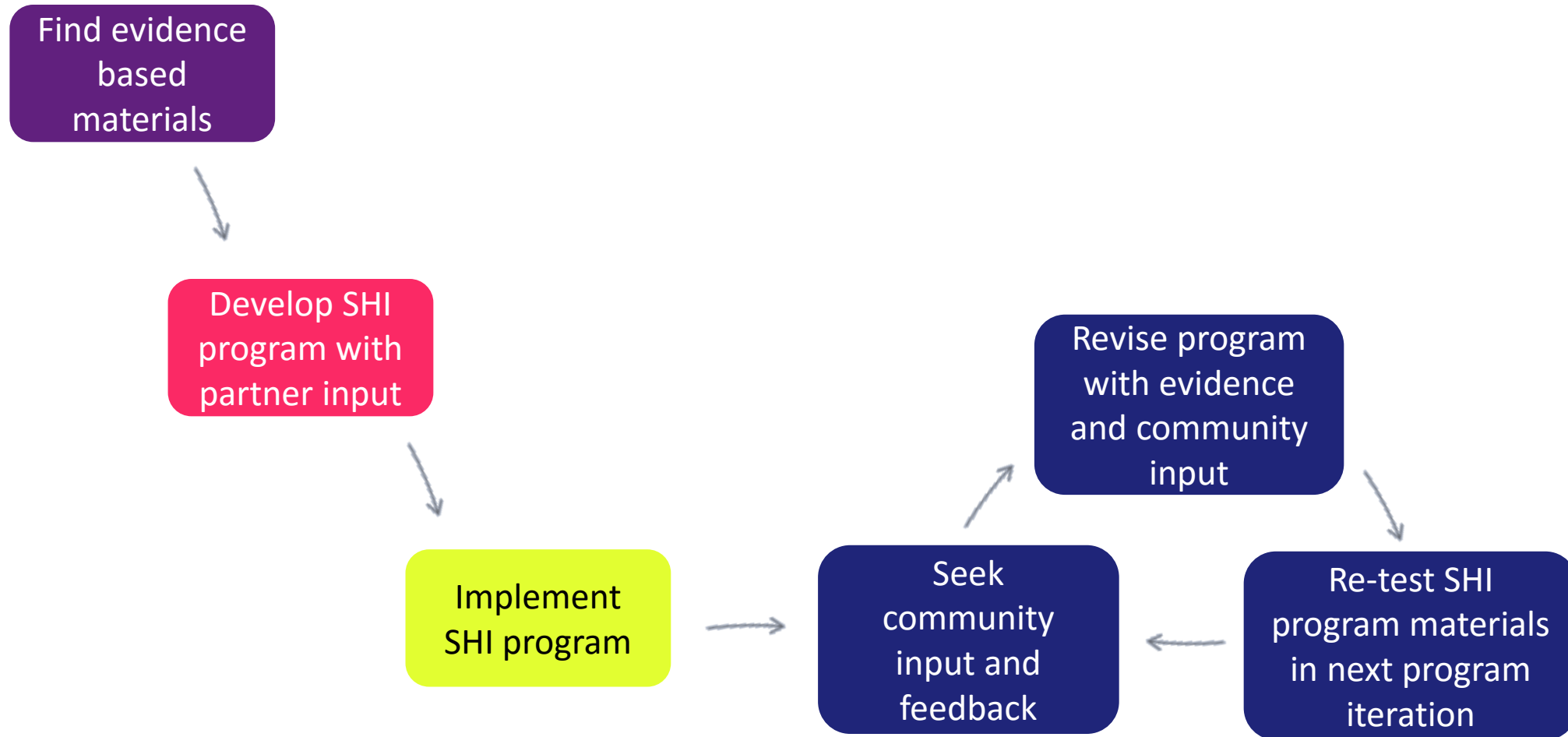


Structural Changes



Marketing Changes

Adopting a re-iterative and adaptive process has been key to maintaining continuous partner engagement.



To evaluate the program, multiple types of indicators are collected and analyzed.

Process

Date: ____/____/20____ (mm/dd/yyyy) Store Name: _____
Staff Initials: _____ Start Time: _____ End Time: _____

Food Demonstration Log

Name of Food demo Recipe _____



Action Plan

Enhancement	Comments/Details	Commitment/Details
Change that store owner can make to improve healthy products at store	Yes / No	
Relocate healthy foods to front of store in a highly visible location	Yes / No	
Organize produce and healthy beverages together in one area of the store	Yes / No	
Designate a "Healthy Corner" to store salad, produce and healthy drinks	Yes / No	
Create a "Healthy Checklist" to promote healthy purchases	Yes / No	

MARKETING HEALTHY FOODS

Enhancement	Comments/Details	Commitment/Details
Change that store owner can make to improve healthy products at store	Yes / No	
Along aisles throughout the store that promote healthy choices	Yes / No	
Post shelf talkers throughout the store to promote healthy choices	Yes / No	
Nutrition Information	Yes / No	
Health Facts	Yes / No	
Recipes/Suggestions	Yes / No	
Use price tags to educate customers on price of healthy products	Yes / No	
Buy Great Source	Yes / No	
At Home	Yes / No	
Self Tag	Yes / No	



Source: Martin, K., & Davis, S. (2008). *Healthy Corner Store Project: A Toolkit for Community Organizers and Store Owners*. Washington: Development Associates.

Outcome

Date: ____/____/20____ (mm/dd/yyyy) Store ID: _____
Staff Initials: _____
Start Time: _____ End Time: _____ Version #: 3

Store Manager / Owner Interview
(please circle one)

Language interview was administered in:
☐ English
☐ Spanish

SECTION A. YOUR STORE

11. On average, how many customers visit your store each day? (Mark only one)

☐ under 100²
☐ 100 - 200²
☐ 201 - 300²
☐ 301 - 400²
☐ 401 - 500²
☐ over 501²
☐ DK???
☐ REFUSE

Date: _____ Store Name: _____
Customer ID#: _____ Staff Initials: _____

Customer Intercept Interview

Shop Healthy Iowa

1. Where do you and your family get your food (check all that apply)?

☐ Grocery store or supermarket (Hy-Vee, Shop 'n Save, Country Mart)
☐ Large store (Walmart, Target)
☐ Corner/convenience store (7-Eleven, Casey's, Corner Market)
☐ Drug store (Walgreens, CVS)
☐ Dollar store
☐ Mom and pop store
☐ Farmers market
☐ Food pantry, church or community center
☐ Other place: _____

2. How often do you shop at this store? (check one)

☐ Daily
☐ Weekly
☐ Monthly
☐ A few times a year
☐ Never



Impact

MARTIN PRODUCE, INC.
Food Service Distributor
143 W. 154th Street • South Holland, IL 60473
Phone: (708) 825-1519 • Fax: (773) 522-5768
www.martinproduce.net

NEW ADDRESS PHONE

INVOICE #

DATE	CUSTOMER NUMBER	QUANTITY ORDERED	QUANTITY SHIPPED	QUANTITY RETURNED	QUANTITY IN STOCK	QUANTITY IN TRANSIT	QUANTITY IN RECEIPT
01/01/2017	000001	1000	1000	0	0	0	0
01/02/2017	000002	2000	2000	0	0	0	0
01/03/2017	000003	3000	3000	0	0	0	0
01/04/2017	000004	4000	4000	0	0	0	0
01/05/2017	000005	5000	5000	0	0	0	0
01/06/2017	000006	6000	6000	0	0	0	0
01/07/2017	000007	7000	7000	0	0	0	0
01/08/2017	000008	8000	8000	0	0	0	0
01/09/2017	000009	9000	9000	0	0	0	0
01/10/2017	000010	10000	10000	0	0	0	0

Any Tienda, Iowa, March 2017
Food Availability per Latino NEMS-S

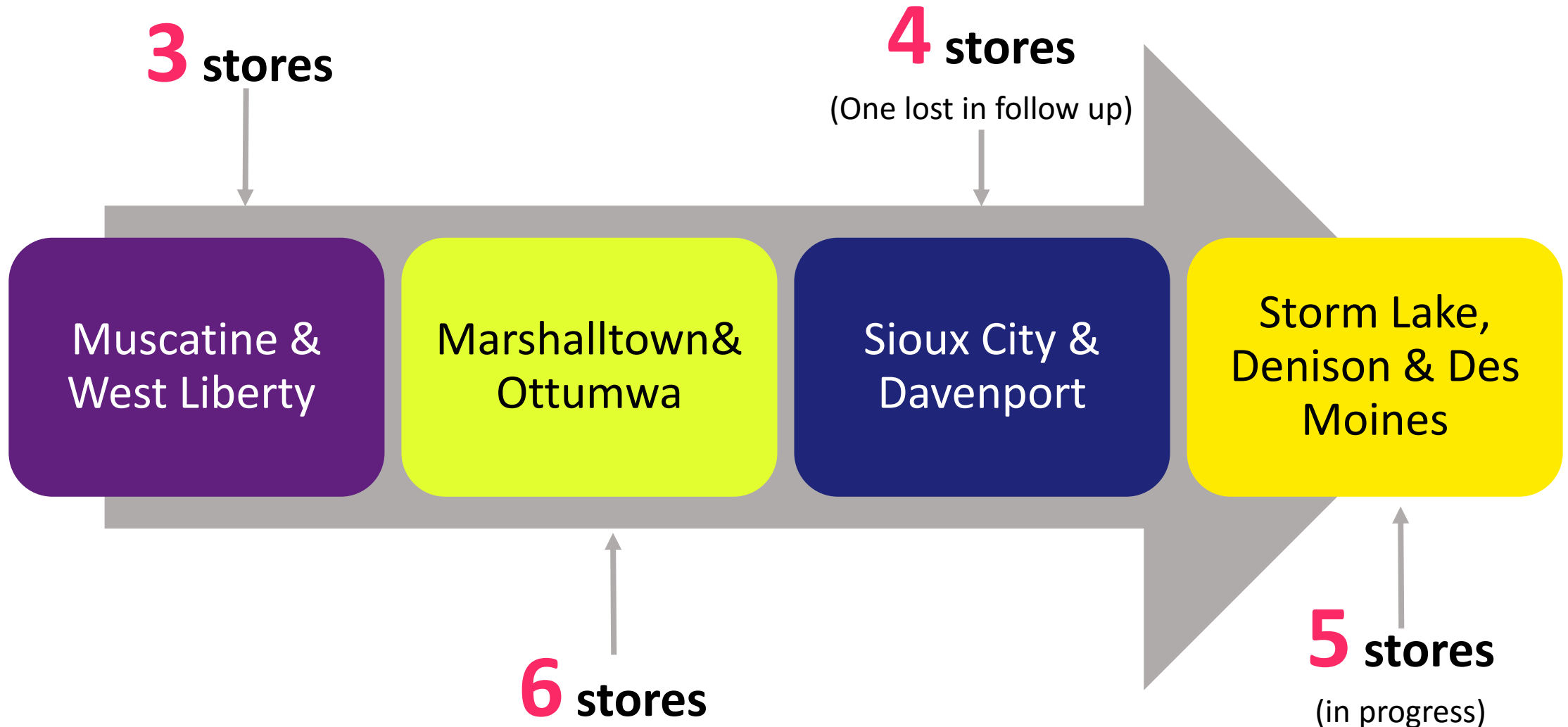
Dairy Suggestions: Offer whole, 2%, 1%, or skim milk. Worried about shelf life? Try UHT milk (Milk that has been processed at an ultra-high temperature in order to have an extended shelf life).

Grains: Your store had corn, whole wheat, & flour tortillas.

Suggestions: Good job offering a variety of whole grain options! Consider stocking brown or parboiled rice. These varieties have more fiber than regular white rice.



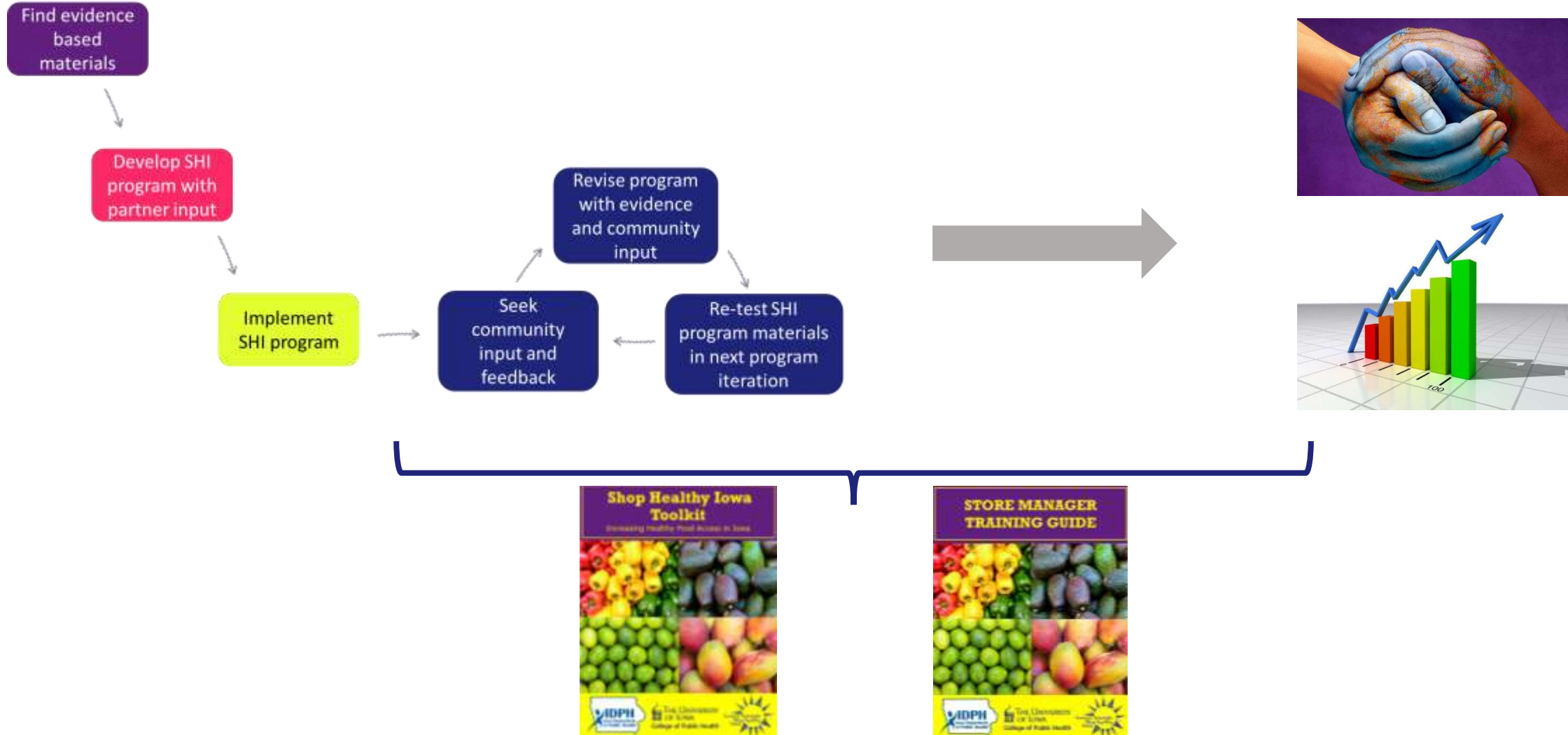
SHI has reached nine "new destination" communities.



Cultural humility and economic development components were developed to incorporate LPC and manager feedback.



The participatory nature of SHI has contributed to increased acceptance and adoption of SHI initiatives.



Building and maintaining trust between store managers and LPCs has been vital to program success.



Himar Hernandez



Jon Wolseth

Jon: “You can’t expect store owners to make changes to their store layout or implement signage or even believe in the program without taking the necessary time to talk with them and build trust for successful implementation. That means starting early and visiting often so the stores get to know you.”



Jill Sokness

Jill: “The Shop Healthy project allows LPCs to build trust step by step -- we are not there for just one visit; we consistently return and present the store owners and managers with helpful information or items that will help their business. They appreciate this and come to know that we are there to help, so when another Extension program comes along, they are very happy to participate. They trust that what we have to give is valuable to them.”



Victor Oyervide

Store managers input and feedback on the program was important to incorporate throughout.



“...everything was beneficial”

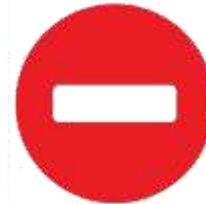
“...everything was interesting”

“...sales increased as a result of SHI”

“...separating fruits and vegetables helped a lot...”

It was interesting and helped...will continue to grow my business...helped to know how government help can grow the business...

Most helpful parts of the program: nutrition information, fruits/vegetable stocking knowledge, information on structural changes



The materials for the labels did not work well

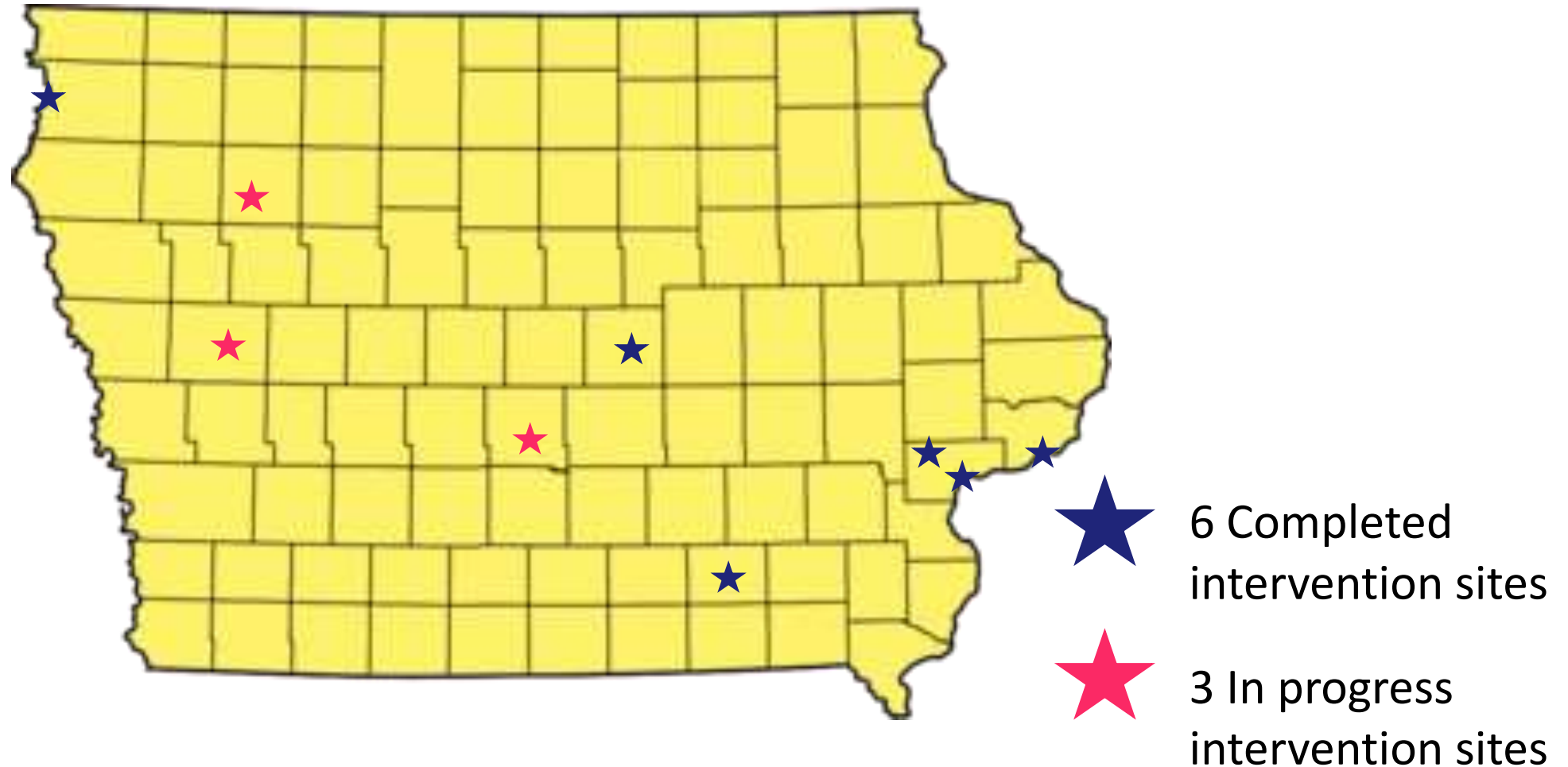
Would like more coupons

Posters need to be more visible

Would like more food demonstrations and recipe cards

Instead of shelves, provide a refrigerator

SHI continues to expand into new locations and support previous implementation sites.



Throughout this process, many lessons learned have been gained by collaborators.

Store Owners
and LPCs



IDPH



Ulowa and IA
State



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- Jill Sokness, Community Development Specialist
- Victor Oyervides, Retail Specialist

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